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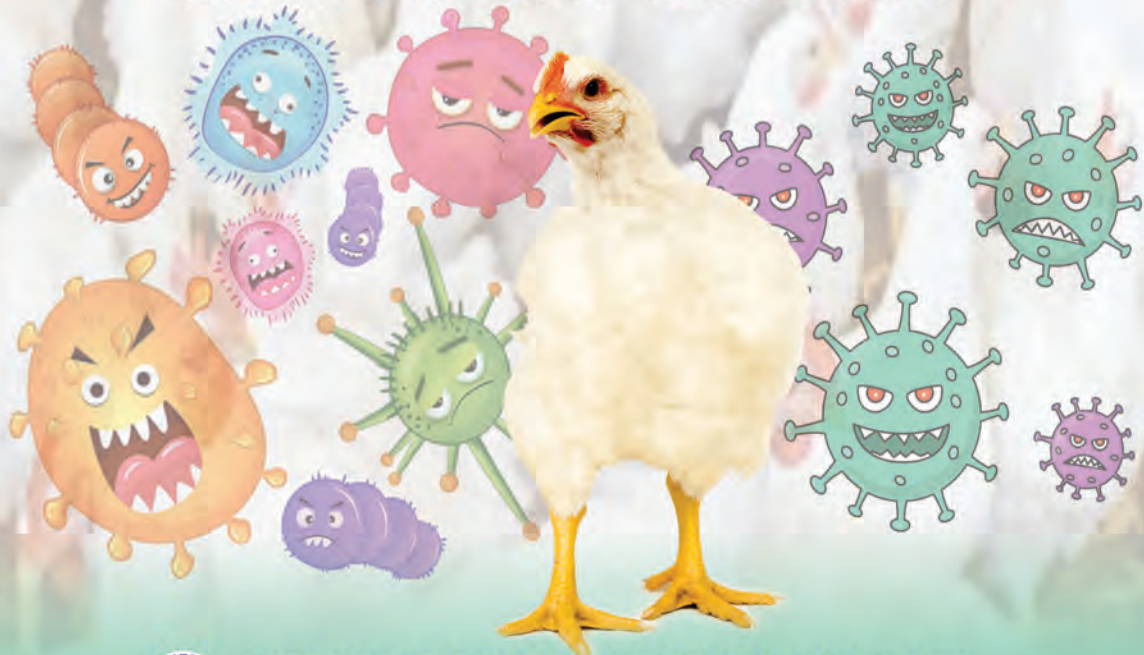
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HIND PUBLICATIONS
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 Saroor Nagar,
 Hyderabad - 500 035.
 Telangana. INDIA
 Phone : 040-40212359
 Mobile : 093913 78805
 093470 28641

E-mail : hindpoultry@hotmail.com
 Website : **www.hindpoultry.com**

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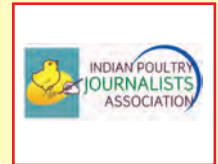
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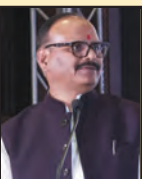
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Northern Region

COMPANY: Sampoorna feeds FARMER NAME: Mr. Mandeep Singh Maan	SEPTEMBER-2025	Top #1
	Farm Type	Closed Shed
	State	PUNJAB
	Chicks Placed	12073
	Mean Age	35.3
	Avg Body Wt	2566
	FCR	1.391
	cFCR	1.265
	Livability%	96.8
	Daily Gain	72.7
	EPEF	505.7



Eastern Region

COMPANY: IB Group FARMER NAME: Mr. Brajesh Patel	SEPTEMBER-2025	Top #1
	Farm Type	Closed Shed
	State	BIHAR
	Chicks Placed	12113
	Mean Age	38.0
	Avg Body Wt	2686
	FCR	1.429
	cFCR	1.277
	Livability%	97.8
	Daily Gain	70.7
	EPEF	483.9



Central Region

COMPANY: Jafpa FARMER NAME: Mr. Prasad Ashokrao Fhalke	SEPTEMBER-2025	Top #1
	Farm Type	Closed Shed
	State	MAHARASHTRA
	Chicks Placed	15770
	Mean Age	34.9
	Avg Body Wt	2631
	FCR	1.363
	cFCR	1.223
	Livability%	97.1
	Daily Gain	75.4
	EPEF	537.1



South Region

COMPANY: IB Group FARMER NAME: Mr. Avinash Reddy	SEPTEMBER-2025	Top #1
	Farm Type	Closed Shed
	State	ANDHRA PRADESH
	Chicks Placed	22465
	Mean Age	35.0
	Avg Body Wt	2511.0
	FCR	1.444
	cFCR	1.330
	Livability%	96.2
	Daily Gain	71.7
	EPEF	477.9



SEPTEMBER-Top PERFORMANCE BY AREA

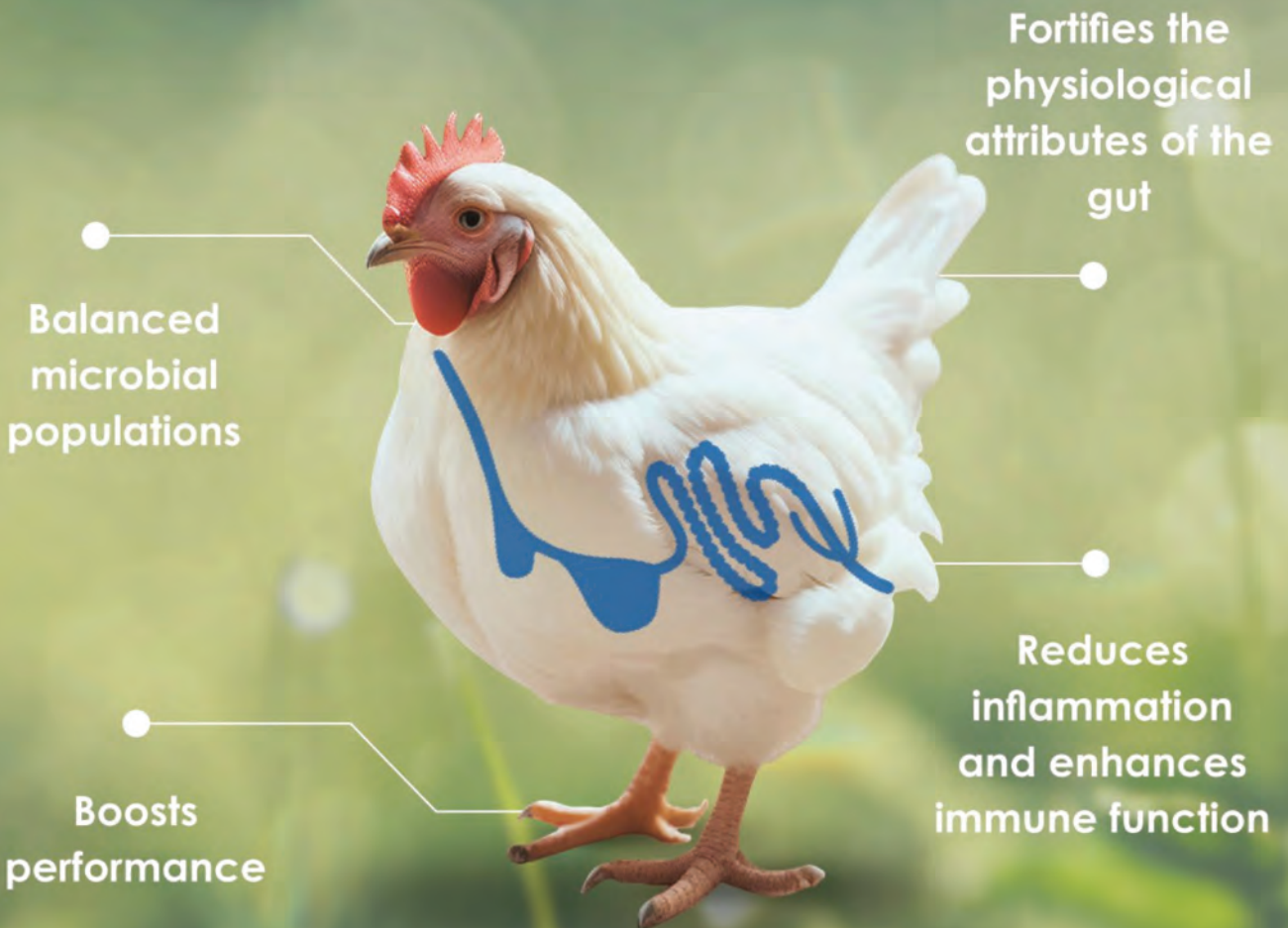
Area	Chicks Placed	Mean Age	BW	FCR	cFCR(2Kg)	Livability%	Daygain	EPEF
North EC House	12073	35.3	2566	1.391	1.265	96.8	72.7	505.7
North Open House	2328	34.0	2393	1.342	1.255	96.3	70.4	505.1
East EC House	12113	38.0	2686	1.429	1.277	97.8	70.7	483.9
East Open House	2035	38.0	2565	1.324	1.198	93.8	67.5	478.0
Central EC House	15770	34.9	2631	1.363	1.223	97.1	75.4	537.1
Central Open House	3495	31.2	2271	1.383	1.323	97.5	72.8	512.5
South EC House	22465	35.0	2511	1.444	1.330	96.2	71.7	477.9
South Open House	5685	32.2	2160	1.390	1.354	96.7	67.1	466.4

SEPTEMBER-Top 10 FIELD PERFORMANCE

Flock	Farm Type	State	Chicks Placed	Mean Age	BW	FCR	cFCR	Livability%	Day Gain	EPEF
Flock 1	CLOSED SHED	MAHARASHTRA	15770	34.9	2631	1.363	1.223	97.1	75.4	537.1
Flock 2	CLOSED SHED	MAHARASHTRA	14256	34.0	2474	1.345	1.239	95.7	72.8	518.2
Flock 3	CLOSED SHED	MAHARASHTRA	7794	32.8	2300	1.330	1.264	97.9	70.2	516.7
Flock 4	CLOSED SHED	MAHARASHTRA	10384	36.2	2700	1.364	1.209	94.4	74.7	516.5
Flock 5	CLOSED SHED	MAHARASHTRA	11785	31.8	2229	1.335	1.284	97.6	70.1	512.8
Flock 6	OPEN SHED	MAHARASHTRA	3495	31.2	2271	1.383	1.323	97.5	72.8	512.5
Flock 7	CLOSED SHED	MAHARASHTRA	14978	34.7	2572	1.369	1.242	94.6	74.0	511.5
Flock 8	OPEN SHED	MAHARASHTRA	5995	36.3	2684	1.400	1.247	96.6	74.0	510.4
Flock 9	CLOSED SHED	MAHARASHTRA	14078	32.6	2326	1.359	1.287	97.3	71.3	510.2
Flock 10	CLOSED SHED	MAHARASHTRA	11580	32.7	2293	1.341	1.276	97.5	70.2	510.0

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Nuance Biotechnology Shines as Gold Sponsor at the 36th Annual General Meeting of Poultry Federation of India



Nuance Biotechnology proudly participated as a Gold Sponsor at the 36th Annual General Meeting (AGM) of the Poultry Federation of India (PFI), held at Hotel Ramada, Lucknow. The prestigious event brought together poultry industry leaders, scientists, integrators, feed millers, and allied businesses from across the country to discuss the evolving trends and future of the Indian poultry sector.

The Nuance Biotechnology booth attracted strong interest from visitors and delegates, showcasing the company's innovative solutions and commitment to sustainable poultry health and nutrition. The theme of the company's participation, "Innovating for a Better Tomorrow", highlighted Nuance's focus on science-backed innovation, product quality, and customer partnership.

A key highlight of the event was a technical presentation by Mr. J. S. Uppal, Business Director - South Asia, Nuance Biotechnology, on the topic of "Innovative Nutritional Interventions for Sustainable Poultry Production."

Mr. Uppal emphasized the company's mission to deliver effective, research-driven products that address the challenges of productivity, gut health, and feed efficiency in a





cost-sensitive market. His session was highly appreciated by the audience for its practical insights, technical depth, and forward-looking perspective on modern poultry nutrition.


Speaking on the occasion, Mr. Uppal stated, “At Nuance Biotechnology, we believe that innovation and partnership go hand in hand. Our goal is to empower the poultry industry with solutions that not only improve performance but also support long-term sustainability.”

The event provided an excellent platform for the Nuance Biotechnology team to engage with customers, distributors, and key opinion leaders, reinforcing the company’s growing presence and trust across the Indian subcontinent.

As the poultry sector continues to evolve, Nuance Biotechnology remains committed to driving innovation, fostering collaboration, and contributing to a healthier, more resilient poultry industry.

Nuance Biotechnology is a company that specializes in developing innovative feed additives for animal nutrition. They focus on merging technical and scientific expertise to create products that promote animal health and resilience. The company has made significant strides in 2024, acquiring two prominent French companies, Global Nutrition International and NutriConcept, to expand its global footprint and R&D capabilities.

Their products aim to provide benefits such as :

- Improved Immunity: Enhancing animal health and reducing disease susceptibility.
- Enhanced Productivity: Promoting better growth rates, egg quality, and overall performance.
- Addressing Industry Challenges: Providing solutions for mycotoxin management, acidification, and other critical issues in animal production. 



Venkateshwara B V Bio-Corp Private Limited organised Technical Seminar on "Layer Management & Nutrition with Eggxtra 5% Composite Premix" in Bangladesh

Venkateshwara BV Bio-Corp Pvt Ltd India and Nature Care Manufacturing Industry Ltd. Bangladesh organized Technical seminars for commercial Layer Farmers on Tuesday 07th October, 2025 at Chattogram, Bangladesh. This technical seminar was attended by layer farmers of Chattogram and surrounding area.

Dr Sanjay Deshpande, Venkateshwara BV Bio-Corp Pvt Ltd was spoken for the seminar and explained in detail about the "Commercial Layers Management" in all aspects and Importance of balanced nutrition to improve productivity in commercial layers with optimization of production cost. He explained how Venkys 5% Eggxtra Composite Premix provide very easy solution to produce the balanced feed for commercial layers as per the requirement of birds. During his presentation, he advised to be watchful about quality parameters to be considered while selecting the different feed ingredients. The excerpts from his presentation can be summarized as below.

- Importance of brooding management as a foundation for preparing better pullets.
- Importance of body weight monitoring in rearing period and its impact on laying productivity.
- Benefits of good uniformity for good egg production and consistency as well.
- Early Laying Nutrition to maximize peak production.
- Benefits of Phase feeding - to reduce the overall egg production cost and to provide the nutrients as per requirement of the birds age, egg production, egg weight, egg shell quality etc.
- Importance of Water Management and its impact on gut health.
- Maintaining the egg shell quality during post peak production period.

- 5% Eggxtra Composite Premix is an innovative Premix helping to produce balanced feed in an easy and simple way. It also helps to avoid the errors occurring during weighing, batching and mixing processes of feed production.
- 5% Eggxtra Composite Premix is capable of optimizing the cost with highest efficiency at farm level.

Dr Sanjay Deshpande answered the queries of the attendees related to the subject and other technical queries regarding Farm Management and Vaccination Program.

The Technical Seminar was attended by around 25 Layer farmers surrounding the Chattogram Bangladesh area.

Mr. Md Mahabub Alam, Sales Manager, Nature Care proposed vote of thanks to all. The local Nature Care and Venkys Team, Dr Faiz Khan Rakib, Technical Manager (sales) Venkys India Ltd, Bangladesh organised this technical seminar. 





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Closing the Compliance Gap: The Human Factor in Farm Biosecurity

Effective biosecurity on livestock, poultry and aquaculture farms has long been recognized as the cornerstone of animal disease prevention, safeguarding both animal and public health. Despite this broad recognition of biosecurity's importance, compliance by farm managers, workers, and visitors remains a key vulnerability.

"Addressing this compliance gap by fostering a culture of understanding, accountability, and continuous improvement is essential to securing the future of animal agriculture," says Edward Manchester, Global Commercial Director of Ecolex Animal Nutrition. "By integrating behavioral insights with practical strategies, we can strengthen biosecurity at every level."

"The consequences of incomplete compliance are severe. Disease outbreaks not only devastate animal health and welfare but also lead to heavy economic burdens from lost productivity, increased treatment costs, and trade restrictions. Additionally, poor biosecurity drives higher

antimicrobial use, accelerating antimicrobial resistance, which threatens human and animal medicine globally," warned Manchester.



Edward Manchester
Global Commercial Director
Ecolex Animal Nutrition

About Edward Manchester

Edward Manchester is the Global Commercial Director of Ecolex Animal Nutrition. With nearly 30 years of international experience, including early career roles in Europe and two decades leading innovation in Asia, Ed is recognized for pioneering advanced feed additive technologies and precision nutrition strategies that drive feed efficiency, animal health, and sustainability across global markets.

Why Biosecurity Compliance Often Fails

Before addressing behavior change and building a strong biosecurity culture, it is crucial to understand why compliance often fails. According to Manchester, common reasons include:

- Not fully appreciating how critical strict and consistent compliance is to preventing disease outbreaks, often viewing protocols as mere bureaucracy. People may not see themselves as potential contamination sources.
- Under time pressure or routine work, shortcuts-like skipping disinfection or neglecting handwashing-are common. Familiarity with the environment can reduce perceived risk and lead to complacency.
- Many employees lack proper instruction on how and when to apply biosecurity practices correctly. Frequent refresher training and clear demonstrations are often missing.
- Physical farm layout and infrastructure can impede

compliance. Inadequate signage, poor zone partitioning, or lack of dedicated entry facilities make following protocols inconvenient or confusing.

- High staff turnover, language barriers, and cultural differences within workforces complicate consistent implementation and require ongoing training efforts.
- Finally, without strong management commitment and investment, protocol enforcement often fails in day-to-day practice.

Building Understanding and Commitment to Farm Biosecurity

Manchester highlights key approaches that together create a supportive environment in which every team member understands and values biosecurity measures, making compliance a natural, everyday habit throughout your farm operation:

Leading by Example - is essential in fostering strict adherence to biosecurity practices. When managers and owners consistently follow protocols - such as using footbaths and wearing designated footwear - they set a visible standard for staff to emulate. Conversely, if leadership neglects these measures, staff are less likely to comply, undermining overall biosecurity. True effectiveness demands commitment and accountability at every level, beginning with those in charge.

Hiring for Biosecurity - building a strong biosecurity culture begins long before new staff set foot on the farm - it starts with the interview process. During interviews, clearly communicate that



biosecurity is a core, non-negotiable value of your operation. Ask candidates about their previous experience with biosecurity, hygiene, and disease prevention to gauge their understanding and commitment. Assess their willingness to follow protocols and their problem-solving skills regarding potential biosecurity issues.

Explain the Why-when everyone truly understands why biosecurity matters - preventing disease, protecting animal welfare, and ensuring food safety - they are more likely to consistently follow protocols. Without this shared understanding, biosecurity becomes just another task, easily ignored. This awareness is the foundation of a strong biosecurity culture, where compliance becomes the norm.

Accountability is key; when staff see how their actions (or inactions) affect animal health, farm success, and even personal incentives, they take ownership seriously, creating a safer, more productive environment.

SOPs that Work - effective standard operating procedures (SOPs) go beyond basic instructions to provide clear, comprehensive guidance. They specify not only what staff need to do but also exactly how to carry out each biosecurity task, who is responsible, and when the procedure should be reviewed or updated. This level of detail is essential for maintaining high

standards and supporting ongoing improvement.

For example, a detailed cleaning SOP avoids vague phrases like "clean regularly and thoroughly" by including a step-by-step process with specifics such as frequency (e.g., daily or weekly), required products and equipment, including personal protective equipment (PPE), and how to check the result, such as visual inspection or swab tests.

To enhance clarity and effectiveness, supporting SOPs with photos, videos, and other visual aids can help staff understand proper techniques and reinforce protocols, encouraging consistent compliance and boosting confidence in performing biosecurity tasks.

Investment in Facilities - providing well-maintained and hygienic facilities is essential to support effective biosecurity and reduce shortcuts that increase disease risk. Farms should offer clean, well-equipped shower rooms stocked with ample hot water, soap, and fresh towels. Comfortable and hygienic showers encourage staff to follow protocols fully, as unpleasant conditions often lead to rushed or skipped cleaning steps. Adequate hot water and soap are vital for removing contaminants effectively, while clean towels and tidy facilities demonstrate management's commitment to both staff welfare and biosecurity.

When facilities are dirty staff are more likely to skip showers, weakening farm biosecurity

Shower areas should be designed with clear separation of "dirty" and "clean" zones. Lockers in the dirty zone allow staff to store

outside clothes securely, while the clean zone provides dedicated farm-supplied clothing to prevent cross-contamination. Additionally, facilities must enforce one-way movement through showers to ensure no bypassing of the cleaning process, further reducing biosecurity risks.

This visible investment in infrastructure shows staff that management values biosecurity and their well-being, which in turn builds a stronger culture of compliance and protection across the farm

Design for Success - intentionally designing your farm to integrate biosecurity makes daily adherence easier and more effective while supporting efficient operations. A well-planned farm layout includes dividing the property into clearly defined zones, such as access, separation, and production zones, each with increasing biosecurity controls to limit movement and reduce contamination risks. Access zones accommodate visitors, staff parking, and deliveries without direct contact with production areas, while separation zones create buffer areas between different operational or production units. Production zones house animals and high-risk activities with the strictest controls.

Well-placed signage acts as a constant visual cue to reinforce biosecurity measures and reduce risk

Facilities should be built with smooth, impervious surfaces and proper drainage that allow for thorough cleaning and disinfection. Essential hygiene stations like handwashing sinks, boot dips, and



changing rooms should be conveniently located at entry points between zones to encourage consistent compliance.

Regular Training-is essential to building a strong biosecurity culture. Schedule frequent, engaging sessions covering hygiene best practices, disease identification, and correct equipment use, including personal protective gear. Use diverse methods like hands-on demos, videos, and interactive drills to enhance understanding and practical skills. Encourage questions and feedback to foster ownership. Consistent refresher training and practical demonstrations ensure protocols are well understood and routinely followed.

Catalysts for Culture Change-appointing biosecurity champions is a powerful way to build a strong biosecurity culture on farms. These enthusiastic and knowledgeable staff lead by example, promote best practices, reinforce protocols daily, and motivate their colleagues to maintain high standards. They identify compliance gaps and suggest improvements, making biosecurity a shared team priority. Dedicated champions foster ownership, accountability, and continuous improvement, embedding biosecurity into the farm culture to reduce disease risk and protect animal health.

Visitors - are critical but sometimes overlooked aspect of maintaining robust farm biosecurity. They can unintentionally introduce diseases through contaminated clothing, footwear, vehicles, or equipment. To minimize this risk, limit visitors strictly to essential personnel only, such as veterinarians or repair workers. Essential visitors should park in designated areas away from animal housing, feed, and manure zones to reduce contamination risk.

All visitors must wear clean clothing and footwear or be provided with farm-supplied protective gear. It is important to assess whether visitors have recently been to other farms and enforce appropriate downtime if needed. Before entering the farm, visitors should be thoroughly briefed on biosecurity protocols to ensure full compliance. Additionally, visitors must be accompanied by farm staff at all times to ensure they adhere to these protocols and stay within permitted areas. This escorting helps prevent accidental breaches and reinforces the farm's commitment to biosecurity throughout every visit.

Additionally, maintaining a detailed visitor log is vital. This log should record the visitor's name, company, contact information, date and time of visit, purpose of visit, areas accessed on the farm, vehicle details, and recent farm visits. Keeping an accurate visitor record enhances traceability in case of disease outbreaks and verifies adherence to biosecurity procedures.

Incentives and Accountability - establish clear systems where compliance is rewarded and non-

compliance has defined consequences. Recognition programs-such as employee awards, certificates, or public acknowledgment motivate staff to maintain high biosecurity standards. Recognition and financial incentives linked to adherence encourage ongoing commitment. Conversely, consistent enforcement of rules with transparent and prompt disciplinary actions for breaches helps maintain seriousness and accountability.

Continuous Improvement - effective farm biosecurity requires an ongoing commitment to learning and adaptation. Use insights gained from regular audits, disease outbreak investigations, and emerging innovations to continuously refine biosecurity measures. Regularly review and update protocols to reflect new risks and technologies, ensuring they remain relevant and effective. Embrace a culture of proactive problem-solving by encouraging staff feedback and involving all team members in identifying weaknesses and proposing improvements.

Auditing in Action-regular and thorough biosecurity audits verify that policies and protocols are properly implemented and consistently followed. These audits help identify gaps or weaknesses in current practices, allowing farms to make targeted improvements before disease outbreaks occur. By proactively addressing vulnerabilities, farms reduce the risk of costly operational disruptions, animal losses, and expensive cleaning or restocking procedures.

Final Thoughts

"In fighting diseases in animal agriculture, the human factor remains

critical yet often underappreciated. The future success of biosecurity depends on understanding and influencing human behavior to close the compliance gap. Success requires a collaborative effort-every person across the value chain plays an indispensable role," concluded Manchester.

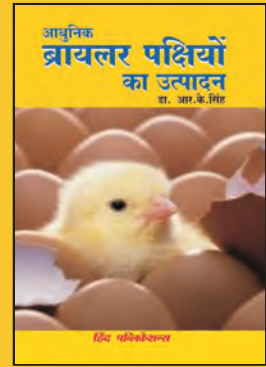
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Founded in 2005, Ecolx Animal Nutrition is a global leader in innovative animal nutrition, with expertise embedded in molecular engineering and bioscience. We are dedicated to developing sustainable solutions that enhance productivity while minimizing environmental impact.

Ecolx has become established as a leading manufacturer and supplier of specialty rumen bypass and rumen inert fats for the global dairy farming business. From our state-of-the-art production facility near Port Klang, Malaysia, we serve an extensive export market, supplying to more than 35 countries across five continents. Today, our core expertise is focused in 3 key areas:

- Emulsification Technologies: We lead the industry in advanced emulsification techniques that improve nutrient bioavailability and feed efficiency.
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- Sustainable Insect Proteins: We pioneer the production of alternative protein sources that support eco-friendly practices.

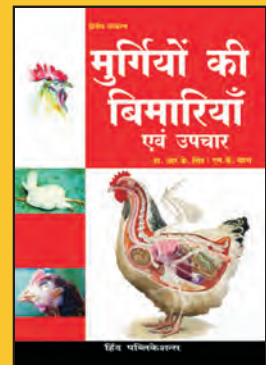
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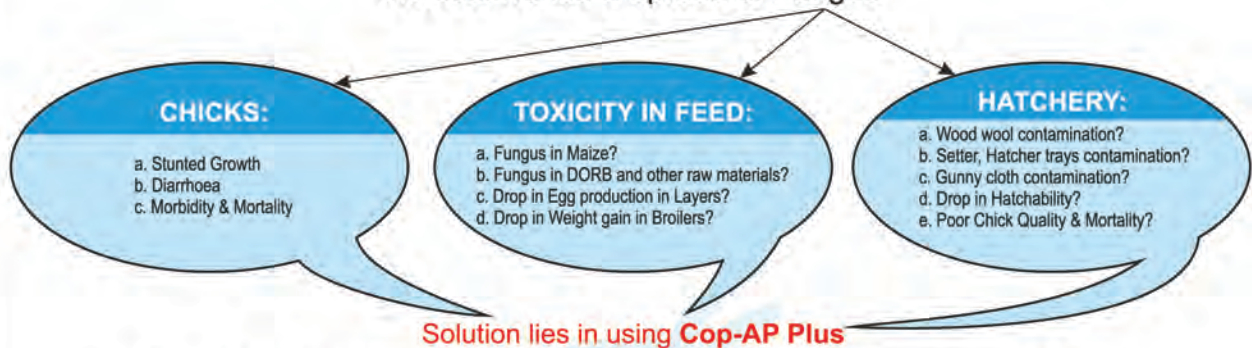
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Poultry India & IPEMA Celebrate World Egg Day 2025 with a Strong Call for Protein Awareness!

Theme: Protein Awareness – Eggs for Nutrition & Health

The Indian Poultry Equipment Manufacturers' Association (IPEMA) – Poultry India proudly celebrated World Egg Day 2025 with great enthusiasm at the Press Club, Somajiguda, Hyderabad. Organized in collaboration with the National Egg Co-ordination Committee (NECC), the event brought together policymakers, health experts, and community members to spread awareness about the vital role of eggs in combating India's growing protein deficiency challenge.

Event Highlights

This year's theme, "Protein Awareness – Eggs for Nutrition & Health," focused on the importance of including eggs in daily diets to ensure affordable, accessible, and sustainable nutrition for all sections of society.

Eggs, often called "nature's perfect food," were highlighted as one of the richest natural sources of high-quality protein, vitamins, and essential minerals. The celebration underscored how eggs are a wholesome, nutritious food



beneficial for everyone – from children and youth to adults, the elderly, and those recovering from illness.

The celebration was graced by:

Shri K.G. Anand (G.M, VHL Group, Hyderabad), Dr. Uday (Dean, PVNRTVU, Rajendranagar, Hyderabad), Shri R. P. Naidu (AGM, APEDA), Shri Balu Naik (Deputy Director, FSSAI), Dr. Ravinder Reddy (Secretary, TPBA), Shri P. Chakradhar Rao (Founder President, IPEMA), Shri Chitturi Suresh Rayudu (President, IEC), Shri Uday Singh Bayas (President, IPEMA – Poultry India), Shushruta Kumar (Special Guest, Budding Equestrian Sports), Bala Swamy (Advisor, NECC), Dr. Srinivasa Rao Ramaraju (Senior Poultry Consultant)

In their address, the distinguished guests highlighted the significance of egg nutrition and its contribution to healthy living, aligning with this year's global theme. Their presence underscored the importance of nutrition awareness and the role of eggs in promoting national health.

Outreach Activities: Spreading the Message of Egg Nutrition

To mark World Egg Day 2025, IPEMA – Poultry India extended its celebrations beyond the main event, reaching out to schools across Hyderabad to engage young learners and spread the message of protein awareness through fun and interactive activities.

1. Sri Siddhartha Model School, Tulasi Nagar, Golnaka, Amberpet, Hyderabad

IPEMA – Poultry India celebrated World Egg Day 2025 with





students through fun, student-led sessions guided by expert nutritionists. Children learned about the power of eggs – healthy, tasty, and full of protein – in a joyful, educational atmosphere filled with smiles and enthusiasm.

2. Blooming Buds School, Musheerabad

At Blooming Buds School, IPEMA – Poultry India hosted interactive, student-driven presentations on egg nutrition, supported by nutrition experts. The initiative spread awareness about the importance of eggs in daily diets – bringing health, protein, and happiness to young minds!

3. SundeepTakshasila School, Ram Nagar, Hyderabad

World Egg Day 2025 was also celebrated by IPEMA – Poultry India at SundeepTakshasila School through egg distribution and engaging presentations on egg nutrition. Students, under the guidance of expert nutritionists, actively participated in promoting the benefits of eggs as a superfood.

Collaborative Celebration with PVNRTVU: Promoting ‘The Mighty Egg’

In addition to these activities, IPEMA – Poultry India actively participated in the World Egg Day Celebrations organized by the Department of Poultry Science,

College of Veterinary Science, Rajendranagar (PVNRTVU) on October 10, 2025.

The event, themed “The Mighty Egg - Packed with Natural Nutrition,” aimed to raise awareness about the nutritional value of eggs, bust myths, and showcase innovative egg recipes.

Chief Guest: Dr. M. Gnana Prakash, Hon’ble Vice Chancellor, PVNRTVU

Special Guests: Shri Uday Singh Bayas (President, IPEMA - Poultry India)

Other Guests:

Dr. Udaya Kumar (Dean, Veterinary College), Dr. Ravinder Reddy (President-AVA, Gen. Secretary-TPBA), Dr. Bala Swamy (Advisor, NECC), Dr. Madhuri (Associate Dean, Veterinary College), Dr. Janaki (Faculty, Home Science)

The event, organized by students and staff of the Department of Poultry Science, featured active participation from IPEMA – Poultry India to promote egg nutrition and healthy living. The celebration also welcomed women from Urban Community Development Resource Persons and Self Help Groups (SHGs), emphasizing the role of eggs in daily family nutrition.

-Let’s continue spreading the word about the mighty egg – nature’s perfect nutrition!

Insights from the Industry

Speaking to the media, Mr. Uday Singh Bayas, President of IPEMA-Poultry India, said:

“Even though India is the second-largest egg producer in the world, the average annual per capita egg consumption in India was only about 103 eggs in 2024. This remains less than half the global average and significantly lower than in developed nations. This gap clearly highlights the urgent need for awareness campaigns such as World Egg Day – to encourage every Indian to include eggs in their daily diet for better health and nutrition.”





Looking Ahead


Building on its mission to strengthen India's poultry and nutrition ecosystem, IPEMA, the key organizer of the esteemed Poultry India Expo, is gearing up for the 17th edition of Poultry India Expo 2025 – South Asia's biggest poultry exhibition – scheduled from November 26–28, 2025, at the HITEX Exhibition Centre, Hyderabad.

This year's edition will feature:

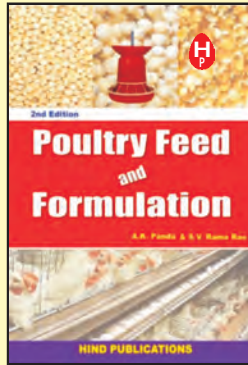
- 450+ exhibitors from 50+ countries
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Highlights: Cutting-edge solutions in breeding, hatchery automation, feed milling, housing, veterinary products, and egg-farming – along with global innovations addressing sustainability, disease management, and raw material challenges.

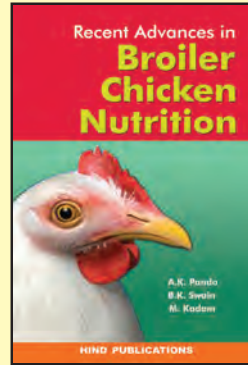
Knowledge Day: November 25, 2025, at Novotel, Hyderabad – featuring technical seminars on emerging diseases, automation, sustainable feed, and poultry career opportunities.

Join us in celebrating nutrition, innovation, and growth – from the humble egg to a thriving poultry ecosystem! 

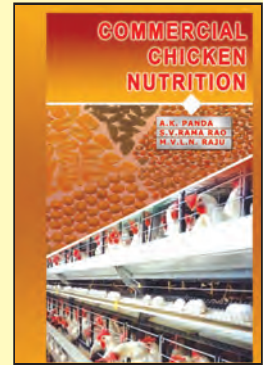
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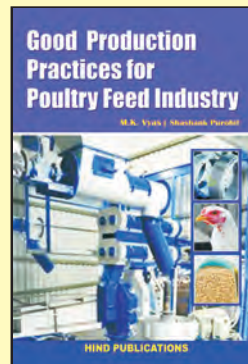
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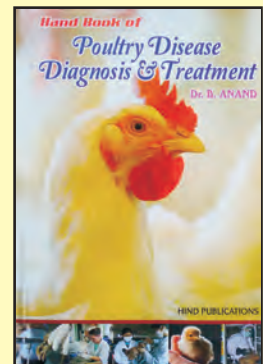
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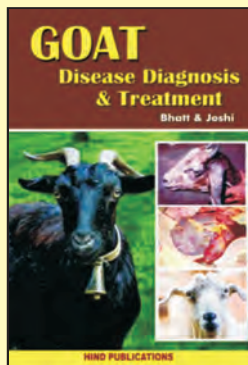
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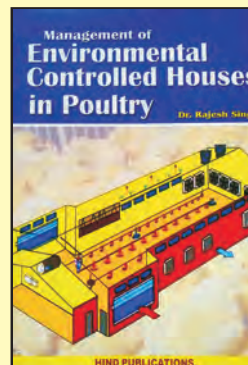
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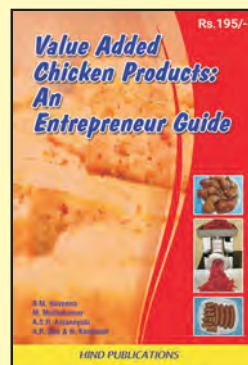
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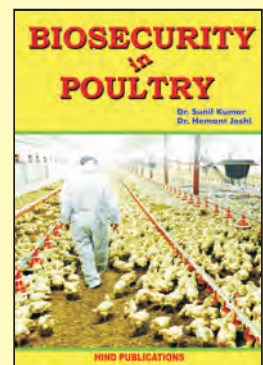
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Poultry Federation of India Team interacts with 12 Members Nuffield Scholarship Delegation from 10 Countries

As part of a Nuffield Scholarship, 12 scholars participated in a five-week 'Global Focus Program' world tour to develop understanding of local and international agricultural and livestock best practice and meet with progressive businesses, organisations and government officials. This delegation of 12 scholars from 10 countries toured Canada, Scotland, Italy, Spain, Australia and visited India along with Ms. Parminder Kaur. During Nuffield Scholars visit to Delhi, the group had good interaction with Poultry Federation of India Team followed by visit to Khushboo Feed Mills Pvt. Ltd., and Khushboo Broiler EC Farms near Gurgaon. Nuffield scholars group interacted with Mr. Sanjeev Gupta, Vice President (HQ), PFI and Managing Director, Khushboo Feed Mills Pvt. Ltd. During the feed mill visit, the



team members also had good interaction with Mr. Rajeev Gupta, Director and Mr. Harsh Gupta, Director and Mr. Ashish Gupta, VP, Khushboo Feed Mills Pvt. Ltd.

Mr. Ricky Thaper, Joint Secretary, Poultry Federation of India briefed the delegation about current scenario of Poultry Industry in India and shared the poultry figures. The group asked several questions related to Indian poultry and livestock sector, which were answered by Mr. Sanjeev Gupta and Mr. Ricky Thaper. The delegation

appreciated the modernisation and the growth of the Indian poultry sector.

In this group of 12 scholars from 10 countries, Mr. Jon Pemberton from New Zealand is a dairy farmer and sector leader with a strong interest in governance, environmental stewardship, and the future of rural communities. Dr. Jonathan Richetti, from Australia is exploring how data driven modelling can improve agricultural decision-making under increasing climate variability. Ms. Trudi Oxley from Australia is researching ways to build soil organic matter in tropical environments. Ms. Trudi and her family operate Oxley Grazing, which runs 1,500 breeders across 17,000 hectares of owned and 26,000 hectares of leased land, supplying steers to the live export market. Mr. Ruben Exterkate from The Netherlands, is focused on how



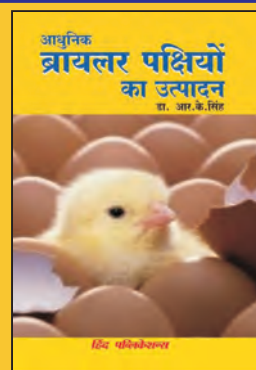
pig farmers can adapt to societal expectations while maintaining a viable, future-proof business model. Mr. Ruben and his family run an organic pig farm with 220 sows and 500 finishers, supplying premium meat to the De Groene Weg organic chain. Mr. Lucas Ingold from Brazil, is an agronomist and rancher. He manages his family's livestock operation, which is integrated into a crop-livestock production system, balancing productivity with environmental stewardship. Ms. Beth Goodwin from Zimbabwe, is an ecologist and seed specialist with a passion for reforestation and practical innovation. With a diverse background that includes work in plant nurseries, seed banks, reforestation projects and education. Ms. Jenny Matthiesen from Germany, is a plant breeding scientist specialising in organic agriculture. Mr. Shoshiro Yamamoto from Japan is the founder of a thriving plum farming and processing enterprise in Japan. For the past five years, he has managed

a 100,000 square meter plum farm, producing premium-quality Umeboshi, a traditional Japanese pickled plum. Mr. George Mailat, from Romania, is a third generation farmer managing a 200-hectare farm in central Romania, where he grows wheat, barley, corn, rapeseed, alfalfa, oats & beans. Ms. Emma Canepa from California, USA, is exploring how artificial intelligence can enhance precision agriculture and improve on-farm decision-making. Mr. Ignacio Jose Lopez Cruzat from Chile, manages a company that sells agricultural materials and inputs while assisting his father with their family's hazelnut orchard. Mr. Tyson Cattle from Australia, has built a career as a journalist, editor, and industry advocate, and now works in a major agribusiness, focusing on agricultural representation and policy.

Discussions during the meeting were on strengthening collaboration to advance India's poultry sector. It was highlighted that in future Artificial Intelligence (AI) Tools would Drive and Sustain the Growth of the Indian Poultry Sector in the Next Decade. 



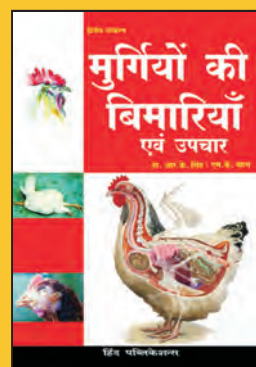
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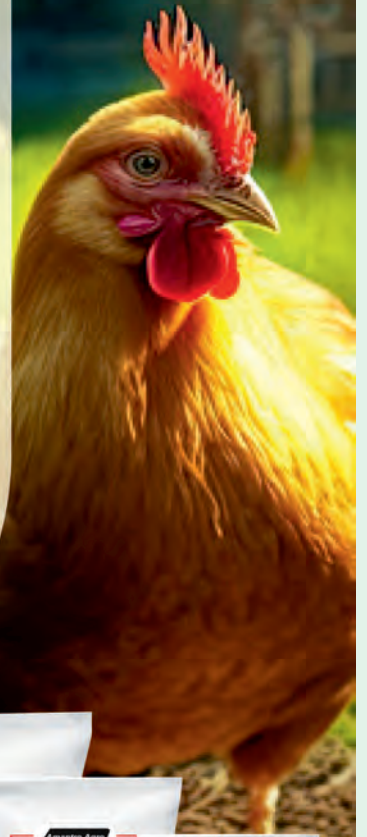
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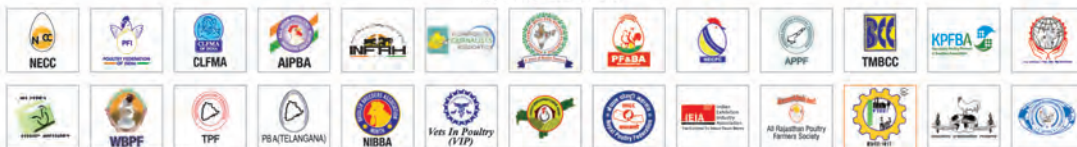
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IPEMA – Poultry India strengthens unity and growth at the 36th AGM of the Poultry Federation of India

The Indian Poultry Equipment Manufacturers' Association (IPEMA) – Poultry India had the honour of supporting the 36th Annual General Meeting of the Poultry Federation of India (PFI), held at Ramada by Wyndham, Lucknow on October 8–9, 2025. The two-day event, themed “Survive & Thrive in Difficult Times,” brought together leading stakeholders, policymakers, industry experts, and representatives from across India’s vibrant poultry sector.

The AGM was presided over by Mr. Ranpal Dhanda, President, PFI, alongside Mr. Sanjeev Gupta (Vice President–HQ), Mr. Ravinder Singh Sandhu (Secretary), Mr. Ricky Thaper (Joint Secretary), and Mr. Rahul Khatri (Treasurer). The sessions featured insightful presentations, technical discussions, and panel dialogues addressing current challenges and strategies for sustainable industry growth.

IPEMA–Poultry India’s Participation and Recognition

During the AGM, on Day 1, Mr. Uday Singh Bayas, President, IPEMA – Poultry India, highlighted the pivotal role of global exhibitions such as the Poultry India Expo in uniting diverse stakeholders on a common platform for innovation, collaboration, and capacity building.

IPEMA–Poultry India was also honoured with a memento of recognition by the Poultry Federation of India for its continued contribution to the growth, innovation, and sustainability of India’s poultry industry.

He emphasized that the upcoming expo aligns with Prime Minister Narendra Modi’s “Viksit Bharat 2047” vision – fostering a self-reliant and globally respected poultry ecosystem built on innovation, sustainability, and inclusive growth.

“The Poultry India Expo is not just an exhibition; it is a movement – a platform that unites farmers, entrepreneurs, breeders, feed manufacturers, veterinarians, and students to exchange ideas, build collaborations, and shape the future of our industry,” said Mr. Bayas.

“Together, we can strengthen India’s poultry sector and make Poultry India Expo 2025 a proud milestone for our nation.”

Invitation to Dignitaries and Upcoming Poultry India Expo 2025

On Day 2 of the AGM, Mr. Uday Singh Bayas, President, IPEMA – Poultry India, had the privilege of personally inviting distinguished dignitaries at the AGM to the upcoming 17th edition of the Poultry India Expo 2025, scheduled from 25–28 November 2025 at HITEX, Hyderabad. The invitees included:






Poultry India Expo and how the event has been shaping the future of the poultry industry.

Invitation to Poultry India Expo 2025

IPEMA – Poultry India warmly invites all stakeholders, industry professionals, entrepreneurs, farmers, academicians, and policymakers to be part of the 17th Poultry India Expo 2025. The upcoming edition promises to be the largest and most impactful yet, featuring 500+ exhibitors from over 50 countries, welcoming more than 50,000 visitors, and spanning seven exhibition halls across 35,000 square meters.

The expo will showcase cutting-edge technologies, innovations, and sustainable solutions driving the future of poultry farming and agribusiness in India. It serves as a premier platform for networking, knowledge exchange, and collaboration, reinforcing India's vision for a self-reliant and globally competitive poultry ecosystem.

Join us in Hyderabad from 25–28 November 2025 to experience the evolution of India's poultry industry – where innovation meets opportunity. 

- Prof. S. P. Singh Baghel, Hon'ble MoS for Animal Husbandry (Chief Guest)
- Shri Mahipal Dhanda, Hon'ble Minister of Education, Government of Haryana
- Shri Brijesh Pathak, Hon'ble Deputy Chief Minister, Government of Uttar Pradesh

Mr. Uday Singh Bayas was also part of the panel discussion on Day 2 – October 9, where he had the opportunity to discuss the magnitude and scale of the

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Feed, Pigmentation and Consumer Perception Insights


EGG Farmers of our country frequently receives phone calls from people with queries about the colour of eggs. Egg yolks come in a spectrum of shades- from pale yellow to deep orange - and their colour often sparks curiosity, even concern, among consumers. While many people assume darker yolks indicate higher quality or nutritional value, the truth lies in a fascinating blend of biology, diet and perception. Understanding what determines yolk colour can help demystify this everyday food staple. Yolk colour and chicken feed The most significant factor influencing yolk colour is the hen's diet. Specifically, the pigments present in the feed play a critical role. These pigments - known as carotenoids - are naturally occurring compounds found in various plants. The most common carotenoids in poultry feed include lutein and zeaxanthin from leafy greens and corn, and beta-carotene from carrots and marigold petals. Many farms use a yolk fan, a tool whereby farmers can compare the colour of the yolk of their eggs and modify feed to the colour they desire. Hens that consume feed rich in these pigments lay eggs with more vibrant orange yolks. Conversely, a diet low in carotenoids results in paler yolks. It is important to note that this variation doesn't necessarily impact the egg's nutritional value or

safety - primarily it alters appearance. Natural versus artificial pigmentation In commercial egg production, farmers have a choice to add natural or synthetic pigments to poultry feed to standardise yolk colour. In some markets, consumers prefer a specific shade. For example, deep orange yolks are highly prized in parts of Europe and Asia, prompting producers to supplement feed with marigold extract or paprika. While this might raise eyebrows, these natural additives are safe and are regulated to ensure they don't affect the egg's edibility. However, the use of synthetic colouring agents is often avoided in favour of natural sources, aligning with consumer trends toward 'clean label' food products.

In Australia, farmers use a blend of both natural (yellow) and synthetic (red) pigments in commercial diets. Natural pigments are very expensive and are 'derived' from marigold and paprika extracts. Sometimes people visualise farmers putting flowers or peppers straight into the feed, but this is not the case. Does yolk colour reflect nutritional value? There is a common belief that darker yolks are more nutritious. While it's true that yolks rich in carotenoids contain higher levels of these antioxidants - which support eye health and immune function - the difference is usually marginal. Other

nutritional aspects such as protein content, fat, vitamins and minerals remain relatively consistent regardless of yolk shade. Yolk colour is not a reliable indicator of an egg's omega-3 content, freshness or whether the hen was pastured. Those qualities are more directly tied to specific feed formulations and farming practices than pigmentation alone.

The power of consumer perception Colour influences perception.

In blind taste tests, participants often associate richly coloured yolks with better flavour, creamier texture and higher quality - even when the eggs are otherwise identical. This psychological bias has led marketers to emphasise yolk colour in branding and packaging. In some cases, boutique egg producers will highlight their chickens' natural diets - such as access to pasture or organic grains - to justify darker yolks and premium pricing, appealing to consumers who equate colour with artisanal quality. Egg yolk colour is a fascinating window into the intersection of science, agriculture and consumer psychology. While the hue can reveal details about a hen's diet, it doesn't necessarily reflect nutrition or taste. So, the next time you crack open an egg, remember it's what's behind the colour that really counts. 

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Poultry probiotics, allied factors influencing probiotic performance, and the role of B-Act[®] as a key solution for optimal gut health.

Technical Team, Huvepharma SEA (Pune) Pvt. Ltd.

1. INTRODUCTION

Modern poultry production depends heavily on intestinal health to achieve high productivity and economic efficiency. The gastrointestinal tract is not merely a digestive organ but a complex ecosystem where microbial, nutritional, and immunological interactions take place. Disturbances in this ecosystem lead to poor feed conversion, growth retardation, and higher disease susceptibility. In this context, probiotics have emerged as vital alternatives to antibiotic growth promoters (AGPs), providing sustainable support to gut health, immunity and performance.

2. POULTRY PROBIOTICS: CONCEPTED AND CLASSIFICATION

Probiotics are defined as live microorganisms which, when administered in adequate quantities, confer a health benefit on the host. In poultry, commonly used probiotic strains include ***Lactobacillus***, ***Enterococcus***, ***Bifidobacterium***, ***Saccharomyces*** and ***Bacillus*** species. Among these, *Bacillus*-based probiotics are particularly attractive due to their ability to form spores, survive pelleting temperatures and maintain stability during feed storage and gastrointestinal transit.

Probiotics are incorporated into feed or water and can be used in broilers, layers, breeders, and even in hatchery or in ovo applications. Their efficacy depends on strain selection, viability, administration route and compatibility with other



3. MECHANISMS OF PROBIOTIC ACTION IN POULTRY

Probiotics contribute to gut health and performance via several biological mechanisms:

- **Competitive exclusion:** Occupying epithelial binding sites and competing with pathogens for nutrients, thereby reducing colonization by *Salmonella*, *E. coli*, and *Clostridium perfringens*.
- **Antimicrobial production:** Many probiotic bacteria secrete organic acids, hydrogen peroxide and bacteriocins that inhibit harmful bacteria.
- **Enzyme secretion:** Especially in *Bacillus* spp., the production of amylases, proteases, and lipases improves nutrient digestion and absorption.
- **Immune modulation:** Probiotics enhance mucosal immunity, increase secretory IgA levels and reduce proinflammatory cytokines.
- **Gut morphology improvement:** They promote villus height, crypt depth ratio, and mucin production, ensuring efficient nutrient uptake and barrier integrity.



4. ALLIED FACTORS INFLUENCING PROBIOTIC PERFORMANCE

The success of probiotic supplementation is not determined by the product alone. Several allied factors interact to influence probiotic efficacy:

4.1 NUTRITION FACTORS

- **Feed quality and composition:** The substrate available in feed influences microbial activity. Diets with high digestibility and low anti-nutritional factors favor probiotic colonization.
- **Feed enzymes:** Supplementation with xylanase, phytase and protease reduces undigested nutrients that could fuel harmful bacteria.
- **Protein and energy balance:** Excess protein in the hindgut encourages pathogenic growth; balanced nutrient formulation complements probiotic function.

4.2 WATER QUALITY

Efficacy of Probiotics also depend on clean, low-TDS, pathogen-free water for effective colonization. Chlorinated or contaminated water can reduce probiotic viability.

4.3 Environmental and management practices

- **Litter management, stocking density and ventilation:** Influence microbial load and stress, which impact probiotic performance.
- **Temperature and humidity:** Extreme heat or humidity can predispose birds to gut stress and dysbiosis.

4.4 Health and medication programs

- **Coccidiosis and enteritis control:** Effective anticoccidial programs reduce intestinal damage, enhancing probiotic colonization.
- **Antibiotic compatibility:** Some antibiotics may inhibit probiotic activity; therefore, strain-specific compatibility is essential.

4.5 Early-life microbial programming

The early establishment of beneficial microbiota (via hatchery sprays or early probiotic administration) provides long-term gut health and performance advantages.

5. B-Act® as a key solution for optimal gut health

- B-Act® is a probiotic developed by Huvepharma®, consisting of a single-strain, spore-forming *Bacillus licheniformis* (DSM 28710) with a minimum viable count of 3.2×10^9 CFU/g
- It is formulated to support gut health (intestinal microflora), help maintain gut integrity, aid nutrient digestibility and improve performance in poultry. Along with other beneficial modes of action and metabolites, *Bacillus licheniformis* is specifically known for producing a peptide called lichenicidin. It is a bacteriocin that inhibits the growth of *Clostridium perfringens*, the causative agent of necrotic enteritis, and helps in managing dysbacteriosis in poultry gut. Optimum results are achieved when B-Act® is administered at 500 g per ton of feed.
- B-Act® has good stability (pelleting temperature, processing, storage, etc) and does not reduce viability and it is compatible with many other feed additives (antibiotics, coccidiostats)

Benefits of using B-Act®

- Improved feed conversion, improved body-weight gain in broilers under both normal and challenged (enteric disease) conditions.
- For layers: improved egg production, better egg-shell quality, reduced protein excretion in manure (indicating better nutrient utilisation) when using B-Act®.
- Helps the gut ecosystem by competitive exclusion of pathogens + production of beneficial metabolites (so not just “fill the gut with benign bacteria” but actively influences the microflora environment).
- Economic benefit: use of this product leads to improved ROI

For more details, please contact our technical team



Huvepharma SEA (Pune) Pvt. Ltd.

42, 'Haridwar', Road 2 A/B, Kalyani Nagar, Pune 411006

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Poultry Federation of India Successfully Concludes its 36th Annual General Meeting on the Theme Survive & Thrive in Difficult Times at Lucknow

The Poultry Federation of India (PFI) successfully organized its 36th Annual General Meeting (AGM) on the theme “Survive & Thrive in Difficult Times” at Ramada Hotel, Lucknow. The event brought together over 1000 delegates, including farmers, breeders, feed millers, integrators, equipment manufacturers, policy makers, veterinarians, scientists, solvent plant representatives, media professionals, and other stakeholders from across India and abroad, along with 99 sponsor organizations.

The AGM commenced with opening remarks by Mr. Ranpal Dhanda, President, Poultry Federation of India, who welcomed



all participants and expressed his gratitude to the Department of Animal Husbandry, Government of India for their continued support to the poultry sector. Mr. Dhanda highlighted PFI’s vision for advancing India’s poultry sector and announced the Federation’s ambitious plan to establish four modern laboratories across India dedicated to enhancing quality standards, technological innovation, and the welfare of poultry farmers.

Following the President’s address, Mr. Ravinder Singh Sandhu, presented the PFI Annual Report (2024-25), detailing the Federation’s 40 key meetings conducted over the past year with government authorities, sector stakeholders, and policymakers. These initiatives focused on issues such as broiler rate stabilization, raw material quality, maize price and availability, and policy advocacy regarding the closure of meat shops during the Sawan month.

Mr. Sandhu also announced PFI’s strategic joint venture with VIV, a leading global exhibition organizer, to host “VIV Select India” – an international poultry sector exhibition scheduled for April 22-





24, 2026, at Yashobhoomi Convention Centre, Dwarka, New Delhi, which aims to promote technological innovation and global collaboration in the Indian poultry sector.

Mr. Rahul Khatri presented the PFI Balance Sheet (2024–25), elaborating on the Federation’s financial performance and transparency. The session was followed by several technical and knowledge-sharing presentations on topics such as Global Exhibitions, Oil Quality, Raw Material Procurement, Biosecurity, Importance of Protein, Metabolic Syndromes, Innovation, and Glucose Oxidase.

A highly engaging panel discussion on “Viksit Bharat Mein Poultry Sector Ka Yogdan” was moderated by Dr. O.P. Chaudhary, Retd. Joint Secretary, DAHD, Government of India. Esteemed panelists – Mr. Ricky Thaper, Dr. Ajay Deshpande, Mr. Divya Kumar Gulati, Dr. Ajit Ranade, Mr. Mohan Reddy Kasarla, Dr. Sharad Singh, and Dr. Jatinder Paul Singh Gill – shared valuable insights on policy frameworks, market trends, and the future growth trajectory of India’s poultry sector.

The day concluded with the Bronze Sponsor Memento Distribution Ceremony, honoring 52 valued bronze sponsors, followed by a Vote of Thanks by Mr. Sanjeev Gupta, Vice President (HQ), PFI.

Day 2 featured distinguished guests including:

Hon’ble Prof. S.P. Singh Baghel, Minister of State for Animal Husbandry, Fisheries & Dairying, Government of India (Chief Guest)

Shri Brijesh Pathak, Hon’ble Deputy Chief Minister, Government of Uttar Pradesh

Shri Mahipal Dhanda, Hon’ble Minister of Education, Government of Haryana

Shri Sanjay R. Bhoosreddy, Chairman, Uttar Pradesh Real Estate Regulatory Authority

In his keynote address, Mr. Ranpal Dhanda reiterated PFI’s demand for the implementation of HP AI vaccination in the poultry sector, citing heavy economic losses faced by farmers. He urged the government to form a committee comprising representatives from farmers, associations, departments, and experts to study and recommend actionable solutions.

Mr. Dhanda also emphasized the need to address challenges related to maize availability, quality, and



pricing, pointing out that rising maize costs – driven by ethanol diversion – are affecting poultry feed production. He cited PFI's successful initiative promoting modern maize farming across 1000 acres with 90 farmers, resulting in yields of 40–45 quintals per acre, compared to the traditional 10–15 quintals.

He further raised concerns about closure of poultry meat shops during the Sawan, requesting policy intervention from the Deputy Chief Minister, and advocated for the inclusion of poultry under the agriculture sector at the national level, similar to Maharashtra's policy.

Mr. Vijay Sardana, renowned agri-economist, expanded on these issues, addressing the impact of religious closures on poultry trade, and highlighting challenges such as retail hygiene, export potential, rural employment, infrastructure gaps at Ghazipur market, and women empowerment.

Deputy Chief Minister Shri Brijesh Pathak assured that a joint meeting with senior officials and PFI representatives would soon be convened to frame concrete steps for poultry sector development.

Prof. (Dr.) P.K. Shukla, President, Indian Poultry Science Association, stressed the importance



of eggs and chicken in combating malnutrition, especially among children, and emphasized the role of women and farmers' empowerment.

Hon'ble Minister Shri Mahipal Dhanda called for a central-level poultry policy to ensure uniform implementation across states and addressed the issue of environmental challenges faced by poultry farmers.

Delivering his keynote, Hon'ble Chief Guest Prof. S.P. Singh Baghel remarked, "A healthy mind resides in a healthy body, and a healthy nation is built upon both – which cannot be achieved without eggs and chicken." He reaffirmed that eggs are vegetarian, and one of the best sources of affordable protein. He expressed strong support for the formation of a National Poultry Development Board, assuring that such an institution could propel the sector far beyond its current valuation of ₹ 1.2 lakh crore, strengthening livelihoods for over 1.6 million people engaged in poultry farming.

A second panel discussion on "Surviving & Thriving in Difficult Times" was moderated by Mr. Anuj Khare, Editor, Aaj Tak, featuring eminent panelists including Mr. Ranpal Dhanda, Mr. Naveen Pasupathy, Mr. Uday Singh, Mr. S.S. Lakra, Dr. Pawan Kumar, Dr. Pawan Singh, and Mr. Mohit Malik.

Expert presentations were delivered by:

Prof. (Dr.) P.K. Shukla on "Indian Poultry Sector: Policy Interventions for Sustainable Growth and Farmer Prosperity towards Viksit Bharat"

Dr. V.R. Tijare, General Manager, Venky's (India) Ltd. on "Strategies to Promote Consumption of Chicken & Eggs"

Dr. P.S. Mahesh, Joint Commissioner & Director, CEAH, Bengaluru on "Disciplined Poultry Farming"

The AGM concluded with Super Platinum, Platinum, Diamond, Gold, and Silver Sponsor Memento Distributions, followed by the Vote of Thanks delivered by Mr. Ricky Thaper, Joint Secretary, PFI, who acknowledged the contributions of all sponsors, delegates, speakers, media and the PFI Executive Committee for making the 36th AGM a grand success. 



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Edward Manchester
Global Commercial Director
Ecolex Animal Nutrition

Integrating Nutrition into a One Health Approach Against Antimicrobial Resistance

Edward Manchester, Global Commercial Director of Ecolex Animal Nutrition, delivered a compelling presentation on "Nutritional Interventions to Reduce Antimicrobial Resistance (AMR)" at the Vietstock 2025 AMR Forum.

He emphasized that the AMR crisis is intensified by the absence of new antibiotic classes, with no discoveries made since 1984, only modifications of existing compounds.

Gut Health Strategies to Reduce AMR

Manchester advocated for integrating nutritional interventions into a feed strategy as part of a comprehensive and integrated One Health approach that also includes biosecurity and hygiene, and good farm management practices aligned with Vietnam's National Action Plan on AMR.

The selection of alternatives to antibiotics should consider specific gut health challenges, farm

management systems, economics and regulatory requirements. According to Manchester, just some of the nutritional interventions to enhance gut health and reduce AMR include:

Mitigating Mycotoxins:

Mycotoxins indirectly drive AMR by harming gut health and weakening immunity. Conventional clay mineral mycotoxin binders, such as aluminosilicate clays and bentonites work by physiochemical adsorbing mycotoxins in the gastrointestinal tract. Notably, binders are generally effective against polar mycotoxins like aflatoxins and smaller mycotoxins like ochratoxin A. However, larger and more complex mycotoxins such as deoxynivalenol, zearalenone, fumonisins and trichothecenes (including T-2 toxin) are poorly absorbed.

In contrast, enzymatic detoxification selectively and permanently bio-transform specific mycotoxins into non-toxic forms.

Reducing Pathogen Load and Increasing Digestion: Acidifiers can help mitigate AMR primarily by their ability to favorably manipulate the gut environment and microbial populations. Acidifiers, which include organic acids and their salts, work to lower gut pH and create conditions that inhibit the growth of harmful bacteria, such as E. coli and Salmonella, that may damage the gut lining. They also allow beneficial bacteria such as Lactobacillus to flourish, but unlike antibiotics, acidifiers do not lead to the development of resistant bacteria.

Acidifiers also stimulate proteolytic enzymes like pepsin by optimizing stomach acidity, improving protein digestion and nutrient absorption, which supports overall gut health and immune function. Furthermore, organic acids may slow gastric emptying, extend digestion time and allow more thorough nutrient breakdown and uptake.

Inhibition ratio (%) - α -Monolaurin versus Lipo ZAP

Bacteria	-Monolaurin			Lipo ZAP	
	Control	600 ppm	1,200 ppm	600 ppm	1,200 ppm
Escherichia coli	0	4.5	11.4	87.2	92.3
Streptococcus suis	0	6.5	15.8	90.5	95.6

Pour plate method Inhibition ratio (%) = $(1 - (\text{bacteria CFU in treatment} / \text{bacteria CFU in control})) \times 100\%$

Maximizing Nutrient Absorption: While enzymes are well recognized and commonly used to breakdown hard to digest substrates such as non-starch polysaccharides, there is increasing interest in the use of innovative blends of emulsifiers such as the Lipo range that combine both lipophilic (fat-attracting) and hydrophilic (water-attracting) emulsifiers, allowing to stabilize and dissolve both lipid and water components of feed-unlike traditional emulsifiers.

The different emulsifiers effectively separating the key nutrients-carbohydrates, lipids, and proteins-increasing their surface area available for enzymatic activity.

Novel Antibacterials: While searching for AGP alternatives, researchers found that antibiotic growth promoters (AGPs) significantly reduce bile salt hydrolase (BSH) activity-an enzyme that weakens the antibacterial effects of bile salts. Bile salts have strong antibacterial (and emulsification) properties by disrupting bacterial cell walls and damaging DNA. However, BSH enzymes from gut bacteria neutralize bile salts by converting them into less effective forms, diminishing their ability to control harmful microbes.

The bile salt hydrolase inhibitor (BSHI) GutLuk, reduces BSH activity to preserve the antimicrobial function of bile salts. This innovative strategy supports intestinal health and enhances lipid metabolism, improving feed efficiency and animal growth without the risks associated with antibiotics.

Medium Chain Fatty Acids (MCFAs): Monolaurin, derived from MCFA lauric acid, shows antimicrobial effectiveness based on its molecular structure. Monolaurin is effective against gram-positive bacteria like *Bacillus subtilis* and *Streptococcus suis* but not against gram-negative bacteria. However, a microemulsion of alpha-monolaurin disrupts the protective membranes of

pathogens, increasing membrane permeability and causing them to disintegrate. This form effectively inhibits gram-negative bacteria such as *Escherichia coli*, molds like *Aspergillus niger* and *Penicillium digitatum*, and enveloped viruses. In inhibition tests, Ecolex's proprietary emulsified alpha-monolaurin (Lipo ZAP) at 600 ppm and 1200 ppm showed strong inhibition of *E. coli* and *S. suis*, while monomeric alpha-monolaurin only showed minimal effects.

MCFAs are also rapidly absorbed and metabolized by intestinal cells, providing quick and efficient energy that promotes epithelial cell regeneration and preserving mucosal integrity, MCFAs strengthen the gut barrier, preventing harmful pathogens and toxins from entering the bloodstream, thus reducing inflammation and infection risk. MCFAs also help balance the gut microbiome by inhibiting pathogenic bacteria and encouraging beneficial microbes, enhancing digestion and nutrient absorption.

Industry Collaboration

Manchester concluded that ensuring a sustainable future for animal agriculture requires strong industry collaboration. This includes uniting farmers, veterinarians, nutritionists, feed millers, and feed additive suppliers under a comprehensive One Health approach. By working together across disciplines and sectors, stakeholders can implement integrated strategies that combine nutritional interventions with biosecurity, hygiene, and good farm management practices. Such collective action is essential to effectively reduce antimicrobial resistance, safeguard animal and public health, and support resilient and productive livestock systems.

Edward Manchester recommending nutritional interventions customized for specific gut health challenges to mitigate AMR.



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New Technical Service Manager Brings Wealth of Knowledge to Asia

With over 10 years at NOVUS and a lifetime of experience in the agriculture industry, David Sanchez Torres is bringing his expertise to Asia as the new senior regional technical services manager in Asia; based at the regional office in Bangkok, Thailand. In this role, he works with the technical and commercial teams as they help customers meet their goals through solutions that optimize overall performance, support gut and structural health, enhance reproductive capability, and provide advice on strategic nutrition programs.

Until recently, Torres coordinated the diverse technical services team throughout North and South America as NOVUS's senior regional technical services manager for the Americas. With expertise in feed formulation, poultry nutrition, mineral and enzyme nutrition, and calcium and phosphorus metabolism, Torres is ready to help customers solve on-farm challenges by connecting his knowledge with their business potential.


"I'm excited about the opportunity to join the Asia team. I've followed NOVUS's strong presence and significant growth potential in the region, and I'm eager to contribute,"



Torres says. "Joining this team allows me to leverage my experience from the North and Latin American markets, sharing insights and strategies that can be valuable to the Asia team's innovative initiatives. It's clear that this region is at the forefront of our industry's advancements, and NOVUS's

commitment to helping every animal meet its growth potential through intelligent nutrition is a mission I am passionate about."

Senior Director and Managing Director of Asia Pacific Rajeev Murthy says bringing Torres from the Latin American team was the right choice for professional and personal reasons. "David has been with NOVUS for over 10 years, supporting customers in the Americas. He has deep expertise in our product platforms, especially in minerals and enzymes. Asia is a high-growth market for NOVUS and our customers and technical team will benefit from his expertise," he says. "At the same time, Asia is very diversified in terms of production systems and cultures; this will enrich David's professional development journey."

Prior to joining NOVUS, Torres served as regional manager and product leader in Latin America for Alltech, Inc., and international technical manager at Premex, Inc. He has a degree in animal science from Universidad de La Salle in Colombia, a master's degree in animal nutrition from University of Viçosa in Brazil, and a business degree from the University Industrial Santander in Colombia. He is a member of the Asociación Colombiana de Médicos Veterinarios y Zootecnistas Especialistas en Avicultura (AMEVEA). 

IFIF Board of Directors Mr. Divya Kumar Gulati



CLFMA of India is honoured to represent India on the global stage. Our Chairman, Mr. Divya Kumar Gulati, joins the IFIF Board of Directors (2026-2027) – strengthening India's voice in advancing sustainable growth, innovation, and collaboration in the global feed and livestock sector.



INFAH Hosts Successful 14th AGM & Appoints New Managing Committee

The Indian Federation of Animal Health Companies (INFAH), the united progressive force of companies working towards animal healthcare, is delighted to announce the resounding success of its 14th Annual General Meeting (AGM). The event, held on Thursday, September 18, 2025, at the Vivanta By Taj, Navi Mumbai.

The day commenced with a warm and inspiring Welcome Address by the President, Dr. Shirish Nigam, who set the tone for the event by focusing on the timely and vital theme of 'Resilient Animal Agriculture for Viksit Bharat' (Developed India).

The annual report, along with reports on the Companion Animal Healthcare Market, 3rd edition of Nutritimes and Antimicrobial Usage (AMU) in Indian Animal Healthcare during 2023-2024 report, were published. The Companion Animal report was prepared by the Companion Animal Subcommittee, led by Dr. Vinayak Surve, its Chairman.

Key proceedings of the General Body Meeting included the presentation of the General Secretary's Report by Dr. Aman Sayed, a thorough review of the AGM proceedings and necessary approvals presented by Dr. Manoj Sood, and an engaging Open Forum that

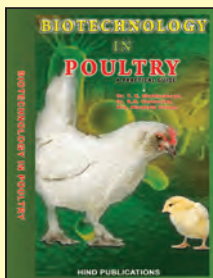
facilitated valuable feedback and interactive dialogue among members.

A major highlight of the day was the prestigious INFAH Awards 2024-25 ceremony, where the Federation had the honour of felicitating Dr. D K Dey and Dr. Sandeep Karkhanis for their outstanding and impactful contributions to the animal health industry. The session was concluded with a gracious Vote of Thanks from Ms. Ashwini Deshpande.

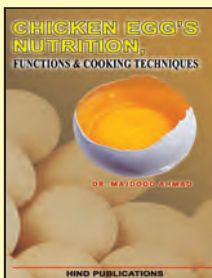
The newly appointed Office Bearers and Executive Members of the INFAH Managing Committee are:

Designation	Name
President	Mr. Vijay Teng,
Vice President	Dr. Sayed Aman
General Secretary	Dr. Manoj Sood
Joint Secretary	Dr. Vinayak Surve
Treasurer	Dr. Mubeen Patel

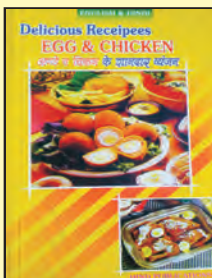
INFAH extends a heartfelt thank you to all the distinguished speakers, dedicated members, and supportive partners for making this event a grand success. The Federation looks forward to another term of collaborative engagement to advance the welfare of animals and contribute to the nation's food security and economy.



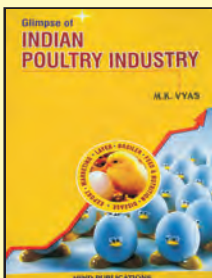
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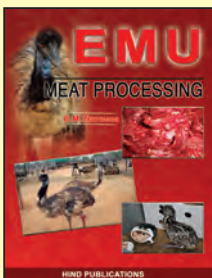
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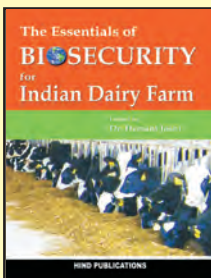
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17th Poultry India expo 2025 Curtain Raiser Press Meet

The curtain raiser press meet for the 17th Edition of Poultry India Expo 2025 was successfully held in Hyderabad today. The event marked the formal announcement of South Asia's biggest poultry exhibition, which will be held from November 26 to 28, 2025, at Hitex, Hitech City, Hyderabad, with Poultry Knowledge Day scheduled for November 25 at HICC Novotel.

Addressing the media, Uday Singh Bayas, President of the Indian Poultry Equipment Manufacturers Association (IPEMA - Poultry India), shared that the expo aims to highlight the latest developments in poultry management, health, nutrition, breeding, feed manufacturing, and production technologies.

He further mentioned that this year's expo is expected to attract over 45,000 participants from 35 to 50 countries, with 500 exhibitors showcasing world-class products and innovations. Delegations from various international ministries,



including the Ministry of Agriculture from Uganda, are expected to visit the event to understand India's rapid growth as the second-largest egg producer and fourth-largest chicken producer globally.

Uday Singh Bayas also emphasized that India's poultry industry reflects the vision of Atmanirbhar Bharat and aligns with Viksit Bharat@2047, as envisioned by

Prime Minister Narendra Modi. He highlighted the health benefits of poultry products, noting that promoting egg and chicken consumption can help address undernutrition and underweight issues in rural India due to their rich protein content.

The press meet saw the presence of several key industry representatives and dignitaries, including:

- K. G. Anand, General Manager, Venkateshwara Hatcheries Ltd
- Chitturi Suresh Rayadu, Special Invitee and Managing Director, Srinivasa Farma Pvt Ltd
- Dr. K. Balaswamy, President, National Egg & Chicken Promotion Council (NECPC)
- K. Mohan Reddy, President, Telangana Poultry Federation (TPF)
- V. Narasimha Reddy, Vice President, Telangana Poultry Federation (TPF)




- M. K. Vyas, President, Indian Poultry Journalists Association (IPJA)
- Naveen Pasupathy, President, Karnataka Poultry Farmers & Breeders Association (KPFBA)
- Singaraj K., President, Tamil Nadu Poultry Farmers Association (TNPFA)
- Valsan P., Secretary, All India Poultry Products Exporters Association
- Dr. Ravinder Reddy, Secretary, Telangana Poultry Breeders



Association (TPBA)

- Gurram Chandra Shekhar Reddy, Chairman, NECC Hyderabad Zone
- V. Bhasker Rao, General Secretary, Telangana Poultry Federation (TPF)

The press-meet was Presided over by IPEMA's President Uday Sing Bayas, along side Anil Dhumal (Founder President), Chakradhar Rao (Founder President), M.Srikanth (Treasurer) and Natarajan (Secretary)

The gathering concluded with a note of optimism about India's growing influence in the global poultry sector and the promising opportunities the upcoming expo will offer. 

Indian Poultry Domestic Focus

India's poultry industry leaders recently reaffirmed a strategic shift away from export ambitions, citing high domestic production costs and a vast local market with significant protein deficiency. Production costs for corn and soybean feed remain much higher domestically compared to exporting nations, primarily due to India's restrictions on genetically modified crops and less competitive processing infrastructure. Industry bodies like CLFMA argue improved facilities and lower feed costs are required to viably access export markets, while local demand remains robust.

Despite ranking second globally in egg production, India ranks 25th or




26th in egg exports, said Tarun Sridhar, former secretary in the Union Ministry of Animal Husbandry, Dairying and Poultry, at a curtain raiser for the 17th Poultry India Expo to be held November 25-28 in Hyderabad.

India ranks fourth or fifth globally in meat production. Still, it has the world's lowest per capita consumption at 3 kg annually, which

is lower than that of Bangladesh and other developing nations.

Per capita chicken consumption in India stands at 6-7 kg per person per year, while egg consumption stood at 103 eggs annually, according to Naveen Pasupathy, President of Karnataka Poultry Farmers & Breeders Association (KPFBA).

"The country has protein-deficient citizens," Pasupathy said, noting that 71 per cent of Indians consume chicken and eggs. "We have 1.43 billion people. Why will I want to export?," he questioned.

Indian poultry producers face significant cost disadvantages compared to major exporters. 

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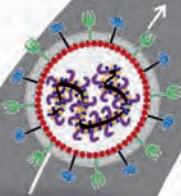
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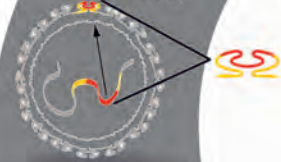
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